Lecture 18: Social Influence

F Crypto Group Norms

Sherif (1935)

- Used autokinetic effect (perceptual illusion) in forming a group norm
- Each person establishes their own standard and norm after a few trials; when put in a group, each individual's norm/standard will converge to one group norm/standard, which is upheld by group members after standard at group.

Conformity

Asch (1956)

- Used line lengths as there is an objectively correct answer
- Roughly 2/3 of participants conformed to incorrect answers
- Conformity reduced when participant knew another giving the objectively correct answer or answers are given in private

Deutsch and Gerard (1955)

- Ascription of Social Roles can lead to conformity to others' expectations
- Conformity to social influence changes line, use information from others as evidence to base own beliefs on
- When more uncertain, conformity will increase

Obedience

Milgram

- Conducted 21 different variations of teacher-student-shocker experiment
- 1965: 65% of sound adults went up to 450 volts in Condition 1 - teacher gives no feedback
- Condition 3: Hearing - hearing learner in the same room as the teacher-decreased obedience
- Condition 4: Touch - obedience reduced if hand had to hold learner's head down to receive shock
- Condition 7: Peer Disbelief - obedience reduced in another quiet study
- Condition 15: God/Reed Oprator - if authority figures are in conflict, will not obey